

# Looking Forward: A Vision for a Greater Tucson Region

## EXECUTIVE SUMMARY

Imagine Greater Tucson is dedicated to creating a vibrant region for generations to come, using a carefully designed visioning process. This process, involving more than 10,000 residents, created *The Vision for a Greater Tucson Region* that unifies our strengths through **60 Shared Regional Values**, categorized into **9 Principles**:

Accessibility	Higher Education
Educational Excellence	Prosperity
Environmental Integrity	Quality Neighborhoods
Good Governance	Regional Identity
Healthy Communities	

The Vision is not a plan. The Vision is our aspirations and our inspirations, serving as a guide to help our cities and towns develop plans that accomplish our regional goals while continuing to accommodate future growth.

In the coming decades, the population of the metropolitan Tucson area may double. How this growth occurs will affect every aspect of our lives. Shifts in our region's demographic profile, lifestyle preferences, and economy already compel us to reexamine our current path.

### MAKING THE VISION A REALITY

Currently, our policies and practices limit our region's ability to grow in an economically, environmentally, and socially feasible way. Because of this, we face challenges in offering a variety of economic opportunities, in maintaining our limited natural resources, and in retaining our younger generations who are migrating toward more urbanized areas. Now is the time to affect change that guide us toward a prosperous future. We, as a region, need to adjust accordingly and complement the suburban and rural choices currently in place, by:

- Influencing land use and developing public policy
- Enhancing and diversifying our transit system
- Promoting and leveraging our region's economic strengths
- Protecting and conserving our region's natural resources

In doing so, we will:

- Create more residential choices and appealing places
- Diversify and strengthen our economy
- Prioritize and conserve key areas of undeveloped desert habitat
- Continue to improve water conservation
- Improve access to goods, services, and destinations
- Promote comfortable, convenient, and safe choices for walking and biking
- Increase regulatory certainty and regional collaboration
- Focus on design, increase density, and encourage infill development where appropriate
- Increase opportunities for transit-oriented development
- Maximize investments in infrastructure

Imagine Greater Tucson is committed to working on behalf of our community, providing space for dialogue, facilitating collaboration, and changing the region for the better. Working together toward this Shared Regional Vision, based on those things we value most, we can create the future we imagined.